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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 12 titles deal with the following topics: establishing newspapers in the Washington Territory; the business history of the antebellum Wisconsin newspaper, 1833-1860; the idea of news in a culturally plural society; the organizational structure and funding of the student publications adviser position; how three types of newspaper inaccuracies affect reader perceptions of reporter/editor bias; newspaper and television variables in mayoral elections in 23 Texas metropolitan areas; William Randolph Hearst's news control/news making from 1920 to 1940; the evolution of business management in selected general consumer magazines, 1900-1975; a case study on freedom of the press in Texas during the 1860-61 secession crisis; evaluating Foxfire-concept publications; the social responsibility theory of the press in the Netherlands and the United States; and the educational role of black newspapers, 1920-1930. (RL)

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Journalism and Journalism Education:

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Abstracts of the following dissertations are included in this collection:

Cloud, Barbara Lee
START THE PRESSES: THE BIRTH OF JOURNALISM IN WASHINGTON TERRITORY

Dyer, Carolyn Stewart
THE BUSINESS HISTORY OF THE ANTEBELLUM WISCONSIN NEWSPAPER, 1833-1860: A STUDY OF CONCENTRATION OF OWNERSHIP AND DIVERSITY OF VIEWS

Glasser, Theodore Lewis
THE IDEA OF NEWS IN A CULTURALLY PLURAL SOCIETY

Heitschmidt, Donnetta Lynn
THE ORGANIZATIONAL STRUCTURE AND FUNDING OF THE STUDENT PUBLICATIONS ADVISER POSITION

Kocher, Douglas Joseph
THE EFFECTS OF THREE TYPES OF NEWSPAPER INACCURACIES ON READER PERCEPTIONS OF REPORTER AND EDITOR BIAS

McCleneghen, Jack Sean
THE EFFECTS OF MEDIA INTERACTION AND OTHER CAMPAIGN VARIABLES IN MAYORAL ELECTIONS IN TWENTY-THREE TEXAS METRO AREAS

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THE NEWS CONTROL EXPLANATION OF NEWS MAKING: THE CASE OF WILLIAM RANDOLPH HEARST, 1920-1940

Rankin, William Parkman
THE EVOLUTION OF THE BUSINESS MANAGEMENT OF SELECTED GENERAL CONSUMER MAGAZINES IN THE UNITED STATES FROM 1900 THROUGH 1975

Shuford, Thomas Eugene
THREE TEXAS UNIONIST EDITORS FACE THE SECESSION CRISIS: A CASE STUDY ON FREEDOM OF THE PRESS

Sitton, Thad Edward, Jr.
THE FOXFIRE-CONCEPT PUBLICATIONS: A FIRST APPRAISAL

Thurston, Carol Albertine McWharter
DIMENSIONS OF THE SOCIAL RESPONSIBILITY THEORY OF THE PRESS IN THE NETHERLANDS AND THE UNITED STATES

Weaver, Billy L.
THE EDUCATIVE ROLE OF BLACK NEWSPAPERS, 1920-1930

START THE PRESSES: THE BIRTH OF JOURNALISM IN WASHINGTON TERRITORY Order No. 7927764

CLOUD, Barbara Lee, Ph.D. University of Washington, 1979. 226pp. Chairperson: Professor William Ames

Washington Territory was the setting for a case study of the factors related to the establishment of newspapers. The research covered all newspapers known to have been started between 1852, the year the first newspaper was started in the territory, to 1882, prior to the arrival of the transcontinental railroad which changed communication patterns. Emphasis was on the first newspaper in each town; these were studied in terms of the characteristics of the towns and of the people who were responsible for the starts. Subsequent newspapers were also studied, but in less detail.

In addition to providing an interpretive narrative history of the territorial press, this study also undertook a systematic analysis of factors related to first starts. This analysis not only provided data on which generalizations could be based but also suggested guidelines for comparative study of newspaper starts in other times and locations.

The people involved in the first newspapers generally were found to be young printers seeking a market for their skills. The towns differed in demographic characteristics but generally had an event that signaled population growth. The most common events were the establishment of a government institution and the forecast of arrival of the railroad.

The emphasis on growth potential suggested that the establishment of the first newspapers was dependent on economic reasons. Subsequent newspapers in each town, however, sometimes were started in order to disseminate a message. In the 1850s and 1860s this message tended to be political; in the later period it varied from religious to theatrical. Whether the economic motivations were unique to Washington Territory's pioneer editors or common to newspaper starters is a subject for additional study.

THE BUSINESS HISTORY OF THE ANTEBELLUM WISCONSIN NEWSPAPER, 1833–1860: A STUDY OF CONCENTRATION OF OWNERSHIP AND DIVERSITY OF VIEWS Order No. 7921556

DYER, Carolyn Stewart, Ph.D. The University of Wisconsin–Madison, 1978. 683pp. Supervisors: Professor Harold L. Nelson and Associate Professor William B. Blankenburg

Journalism historians assume that nineteenth-century frontier newspapers were independent institutions operated by self-sufficient printer-editors. It is generally concluded that it was easy and inexpensive to establish a paper in the nineteenth century and very expensive in the late twentieth-century. This study tested these assumptions, asking whether the Wisconsin frontier newspapers were independent institutions and inexpensive to establish and operate. Having found that a substantial number of newspapers were operated as parts of groups, an effort was made to determine whether there was a relationship between concentration of ownership and diversity of views expressed in newspapers.

As background, quantitative collective biographies were done on 1,000 newspapermen in the 1850 and 1860 federal censuses and on 400 newspapers published at some time in the period. The distribution of personal wealth among newspapermen was compared to the distribution of wealth among all Wisconsin men. Financial reports on 50 newspapers in the 1860 industrial census were analyzed to learn the capitalization, material and labor costs, and the value of newspaper establishment production.

Groups of newspapers were identified by sorting data from county histories, newspaper guides, and personal papers. The same sources provided information on the means of financing newspaper.

The Rice-Beyle cluster-bloc analysis techniques were used to analyze editorial opinion on the 1846 Wisconsin constitution in an effort to identify groups of newspapers that shared opinions on many issues. The technique usually used on legislative roll calls is used experimentally in this study.

It was found that most newspapers were not independent. As a group, newspapermen did not have adequate personal wealth to capitalize and operate newspapers alone. They depended on contributions, mortgages, patronage, public office, and other outside sources of financial support. About one-fourth of the 400 newspapers published in antebellum Wisconsin were members of business groups during at least part of their existence. Some groups resembled modern chains and joint operating agreements. Newspaper publishing was not very profitable, and job printing was an economic necessity.

Two groups of related newspapers shared opinions on the constitution more than similar, unrelated papers. This finding was interpreted as evidence of a relationship between concentration of ownership and the absence of diversity of views.

Entry into the marketplace of ideas was not easy in antebellum Wisconsin, and relative to the personal wealth of newspapermen, it was expensive. As a consequence, newspapermen had to rely on others to help capitalize their papers. Some also published two or more newspapers in groups through which some expenses could have been shared.

THE IDEA OF NEWS IN A CULTURALLY PLURAL SOCIETY Order No. 7924476

GLASSER, Theodore Lewis, Ph.D. The University of Iowa, 1979. 194pp. Supervisor: Professor Hanno Hardt

This study focuses on the role of the press in the United States today, a society torn between the cosmopolitanizing forces of industrialization and urbanization and the kind of localism it needs to preserve its democratic character. The objective is to put forth a framework for knowing and appraising news, a conceptualization that would service the producer as well as the consumer of news.

The first two chapters provide a context and a rationale for the perspective outlined in the third chapter. In the first chapter the discussion centers on the consequences of journalists acting without standards, without a critical perspective from which news can be defined in terms of what it ought to be. The second chapter explains why standards have not emerged, a failing attributed to the inadequacies of journalism education and the lack of intellectually invigorating scholarship among journalism researchers.

In the third chapter news is portrayed as both a political force and a cultural artifact, a perspective rooted in John Dewey's important distinction between communication as instrumental and communication as consummatory. Broadly conceived, the press is depicted as an agency of communication intended to combat what sociologist Alvin Gouldner describes as the "proliferating pathologies" of mass communication: personal anonymity, insecurity, anxiety, family dissolution, and the breakdown of neighborhoods. The third chapter thus underscores not what is accepted as news but--given the needs of a culturally plural society--what is acceptable as news.

In the fourth chapter, drawing on C. I. Lewis' analysis of valuation, a distinction between questions of value and questions of ethics is offered in an attempt to demonstrate how and why a moral philosophy for journalists should be grounded in the quality of the readers' experiences. Specifically, the fourth chapter concerns itself with the value of newsreading.

In the concluding chapter the idea of news put forth in this study is reviewed, and its implications for journalists, researchers, and students of journalism are examined.

THE ORGANIZATIONAL STRUCTURE AND FUNDING OF THE STUDENT PUBLICATIONS ADVISER POSITION

Order No. 7925774

HEITSCHMIDT, Donnetta Lynn, Ph.D. University of Northern Colorado, 1979. 237pp.

The purpose of this research is to provide descriptive models of the student publications adviser position at post-secondary institutions of higher education in relation to organizational structure and funding in view of education level, institutional control, resident type, size, and geographic location. A questionnaire was mailed to 306 student publications advisers at post-secondary institutions nationwide. A proportional stratified random sample was based on institutional control, education level and size. Survey questions pertained to type, funding and primary function of student publications as well as number of advisers, primary assignment, direct superiors, types of assignments, title, contracted time for assignments, salary source, and compensation of the student publications adviser position. The return rate was 50.3%. Using 10.1% as a basis for significance, numerous differences were found among the categories. Using plurality of percentages as a basis for significance, few differences were noted. The major student publications are newspapers, yearbooks and literary magazines. Newspapers and yearbooks are funded primarily by advertising and student fees while literary magazines are primarily funded by student fees and institutional subsidy. Student publications were a primary function of student government, followed by an instructional department, administrative department and other. Overall, 37% of the institutions surveyed had one adviser, 40.3% two or more advisers and 18.8% no advisers. The primary responsibility of advisers was teaching, followed by student publications advising, administrative duties and other. Student services administrators were the main superior, followed by instructional department heads, administrators other than student services, a communications board, student government, and other. The five main types of advising responsibilities were budgets, newspaper advising, bid specifications, yearbook advising, and literary magazine advising. Full-time faculty was the major title of advisers, and their salary was paid from an academic (instructional) budget with compensation for student publications advising being part of the contracted salary. In terms of contracted time, 5.2% of the respondents had student publications advising responsibilities that were 51% or more of their total assignments. In view of guidelines established by the Community College Journalism Association and management philosophy, many advisers are not fully compensated for their advising duties and their reporting system is often complicated by having more than one direct superior. Eleven descriptive models of advising student publications have been identified: (1) adviser-instructor, (2) adviser-public relations official, (3) adviser-administrator, (4) adviser, (5) publications housed on campus without the provision of an adviser, (6) volunteer advising, (7) communications board/committee, (8) professional journalist as an advisory consultant, (9) adviser-other duties, (10) independent (incorporated)off-campus publications, and (11) combination. In conclusion, this study indicates that the student publications adviser position is a dichotomy between instruction and student services due to salary source, primary function of student publications, and reporting system within the hierarchy.

THE EFFECTS OF THREE TYPES OF NEWSPAPER INACCURACIES ON READER PERCEPTIONS OF REPORTER AND EDITOR BIAS

Order No. 7927040

KOCHER, Douglas Joseph, Ph.D. The University of Tennessee, 1979. 84pp. Major Professor: Eugene F. Shaw

The purpose of this study was to determine the effect of news story inaccuracies on readers' perceptions of reporter and editor bias. Three types of inaccuracies were stipulated for research purposes: belief-discrepant, belief-supportive, and belief-unrelated. It was hypothesized that belief-discrepant inaccuracies detected in news stories, unlike belief-supportive or belief-unrelated inaccuracies, would cause such stories to be judged intentionally biased. It was also hypothesized that there would be no difference in perceived reporter-editor bias between a news story with a belief-unrelated inaccuracy and an accurate version of the same story.

An after-only laboratory experiment was conducted with 93 women elementary, secondary, and retired teachers. Equal numbers of subjects were randomly assigned to four groups. One group read a news story with a belief-discrepant inaccuracy; a second group, a belief-supportive inaccuracy; and a third group, a belief-unrelated inaccuracy. The fourth group read an accurate version of the story. The three types of inaccuracies affected the same sentence in the story. Otherwise, stories for all groups were identical.

Prior to reading the stories, subjects were given a brief transcript and told that it represented an "official record" of a Congressional subcommittee hearing. In that record, an unidentified educator expressed the opinion that teachers were not responsible for declining SAT scores. The testimony was taken from subjects when they had completed reading it. They were then given the news story, and told that it represented an actual newspaper account of the educator's testimony. Subjects were also told that the reporter of the fictitious story was present at the subcommittee hearing and heard the testimony which they had already read in the "record."

The study with the belief-discrepant inaccuracy had the educator say that teachers were responsible for declining SAT scores. In the story with the belief-supportive inaccuracy, the educator said teachers "cannot be blamed" for the scores. The belief-unrelated inaccuracy consisted of innocuous synonyms for two of the educator's words.

A one-way analysis of variance coupled with Scheffé's multiple comparison test showed that in accordance with the hypothesis significantly more subjects in the belief-discrepant group perceived reporter bias in the news story than did those in the accurate group. There was also no perceived difference in reporter bias between those in the belief-unrelated and accurate groups, a finding the hypothesis also predicted. No significant difference in reporter bias was perceived by the belief-supportive group compared to the belief-discrepant group; but this was not predicted.

For perceived editor bias, only the predicted lack of significant difference between the belief-unrelated and accurate groups was supported by the statistical tests. The other aspects of the hypothesis were not supported. Explanations were offered for the findings, as well as suggestions for future research.

The results were offered as new evidence for mass media power, in contrast to the once prevalent view of limited media effects. It was contended that editors and publishers should find the research of interest as a means of identifying, and correcting for, a heretofore unsuspected cause of reader bias perceptions.

THE EFFECTS OF MEDIA INTERACTION AND OTHER CAMPAIGN VARIABLES IN MAYORAL ELECTIONS IN TWENTY-THREE TEXAS METRO AREAS

Order No. 7920169

McCLENEGHEN, Jack Sean, Ph.D. The University of Texas at Austin, 1979. 201pp. Supervisor: Ernest A. Sharpe

This dissertation explores both newspaper and television variables in the largest mayoral election study ever undertaken, according to a review of the literature through 1978. The study examines 23 Texas mayor's races from 1975 to 1978, and investigates the interrelationships of certain media and non-media variables that appear to be operating in a way that influences the outcome of mayoral elections.

The investigation differs from other voting studies because it scientifically operationalizes candidate image and it examines the impact of local television news coverage. The study makes a search for those individual variables or sets of variables that have acceptable reliability in predicting which candidate might win municipal government's highest office.

The study closely examines eleven independent variables and analyzes them by discriminant analysis. The eleven principal variables under investigation were incumbency, newspaper coverage, newspaper editorial endorsement, newspaper advertising, television news coverage, television advertising, candidate image, candidate's sex, amount of money spent in the election by the candidates, economic climate of the cities where elections took place, and voter turnout. Each variable was carefully defined and operationalized.

The candidate image variable was uncovered by a post hoc survey by mailing more than nine hundred instruments to opinion leaders in the twenty-three cities under examination. The other variables were investigated both separately and collectively to find if any singular or cumulative effect was taking place that was detectable by scientific measurement.

The results suggest that the eleven principal variables combined together proved to be correctly correlated with winners and losers under a stepwise discriminant statistical test for the twenty-three races studied. A second stepwise discriminant test--with the candidate image variable removed--suggests that only seven of the remaining variables proved to be correctly correlated with the winners and losers. Those seven variables were campaign spending, newspaper editorials, candidate's sex, newspaper coverage, incumbency, city unemployment, and television advertising.

THE NEWS CONTROL EXPLANATION OF NEWS MAKING: THE CASE OF WILLIAM RANDOLPH HEARST, 1920-1940

Order No. 7927852

PARMENTER, William Quayle, Ph.D. University of Washington, 1979. 267pp. Chairperson: Professor Roger A. Simpson

This study adds to the literature by constructing an intellectual framework composed of four plausible explanations of news making: gatekeeping, coorientation, specification of a small number of shaping factors, and news control. Each explanation is defined, and references are made to appropriate literature and authors. The study aligns itself with the news control explanation of news. Academic studies by Breed, Garvey, Swanson, Stark, Donohew and Bowers are cited showing some owner control over news.

The study adds to the literature an explicit attempt to define news control. In defining news control, the dissertation accepts that many factors create and shape news. News here is treated more broadly than just as reported events. Reference is made to a news making "map" that depicts a variety of factors working to create news. The news control explanation holds that news control is the most important and central factor of news making, that control is relative, and countervailing forces dilute control. The news control explanation posits the existence of: hierarchy, information flows, policy making authority, and publisher instruments of control.

To demonstrate the existence of news control, the case of William Randolph Hearst between 1920 and 1940 was chosen for study. The background of Hearst news control being Hearst news, the historical origins of Hearst news was traced through James Gordon Bennett, Charles H. Dana, Joseph Pulitzer and the 1920s tabloid influence. In the historical vein, it was found: Hearst imitated Joseph Pulitzer in using entertainment as bait to entice readers to his public policy views; Hearst's opinion promotion was reminiscent of 19th century journalism; and, in 1920s and 1930s Hearst fit comfortably into the socially regressive mainstream of major metropolitan and chain newspaper owners.

One approach to examining news control was through analyzing management relations among Hearst, and selected executives. These included: managing editors, publishers, roving editors of editors, and general management personnel. The second approach to examining news control was through analyzing Hearst's news control directives. Three markets were defined for study: a local market, looking at the San Francisco Call in San Francisco (chapters III and IV); a regional market, utilizing the Baltimore News and Washington Times in the mid-Atlantic region (chapter V); and a national market, using the New York American, and nationally directed memoranda (chapters VI and VII). About two-thirds of Hearst's newspapers were mentioned in the four manuscript collections chosen for study. (The collections included those of John Neylan, Fremont Older, John Hastings and Edmond Coblentz.)

Hearst's news control was evaluated by looking at the following areas: news (divided into categories of: coverage, news handling and display, and business, administrative area), reorganization of a newspaper over time, and building up newspapers. A conceptual linkage of control was traced from Hearst's editorial platform (his "Americanism" creed) through editorials, "news" initiatives, and demands for subjective coverage. Other news control topics examined included: hiring and firing, financial debacle of the late 1930s, publisher authority, and Hearst as a didactic news teacher. Three different Hearst channels of news control were disclosed: through general management, through publishers, and through roving editors.

The study found definite evidence to support the historical origins of Hearst news which it delineated. The case for Hearst news control was assessed as overwhelming. Comparisons were made to the scholarly news control literature. The study attained excellent access to Hearst's top management. It found abundant data to explicate the operating pattern of news control. The question of adequately tracing news control into content was discussed. Finally, Hearst journalism was discussed in comparison with that of contemporary publishers.

THE EVOLUTION OF THE BUSINESS MANAGEMENT OF SELECTED GENERAL CONSUMER MAGAZINES IN THE UNITED STATES FROM 1900 THROUGH 1975

Order No. 7925288

RANKIN, William Parkman, Ph.D. New York University, 1979. 270pp. Chairman: Professor Padmakar M. Sapre

The purpose of this research was to trace the evolution of the business management of selected general consumer magazines in the United States from 1900 through 1975. The subordinate problems researched included:

1. What was the business management status of selected general consumer magazines in the year 1900?
2. What have been the major improved techniques of effective business management instituted in selected general consumer magazines since 1900?
3. What implications for business education may be derived from the findings of Subproblems 1 and 2?

Principles of historical research were employed throughout the study, and both primary and secondary sources of information were subjected to external and internal criticism. The availability of primary sources such as company records, min-

utes of meetings, files, and interviews with top level executives, familiar with the business operations of the various magazine publishing enterprises, enabled the researcher to produce a chronological compendium of journalism management events.

After thorough research, including a pilot study among deans and chairmen of schools of journalism, it was determined that the subject of business management in the general magazine field was one that had been neglected both by our universities and by students aspiring to journalism careers.

As the point of departure of the study, the business management status of selected eighteenth and early nineteenth century magazines was outlined. The publishers of these early magazines depended wholly on subscription sales for support and were fortunate to eke out a living wage.

The main findings of the study were:

1. The management heads of these magazines had demonstrated unusual courage in difficult times, often against overwhelming odds.
2. These magazines were inaugurated and led by enterprising entrepreneurs who were continual inspirations to their fellow staff members and who became nationally famous in later years.
3. The study produced evidence of efficient, far-sighted management as well as of complacency and incompetence.
4. Outstanding accomplishments in the magazine business sphere required the united efforts of many employees.
5. The corporate form of endeavor which enabled management to work together as a unit, uniting capital, skills and experience was most successful.

Economic conditions contributed to the problems encountered by several of the magazines. Downtrends in business cycles and the development of the powerful and aggressive competitive media, primarily television, contributed to the reduction of the profitability of several major magazines and to the demise of others.

Magazines rode a wave of economic cyclical change at the start of the twentieth century, due to the advent of national advertising. These publications continued to flourish and in a sense performed a marketing function in raising the material standard of living throughout the country.

The study concentrated on an analysis of five prominent magazines. Two of the publications proved to be highly successful and three failed as business enterprises. One, Better Homes and Gardens, was a monthly; the others, Life, The Saturday Evening Post, Newsweek and This Week, were weekly magazines.

The principal implications for the business and management education of journalism students are that this study could serve as a point of departure to develop a clearer understanding of both the power and the perishability of the magazine product.

Benefit should also be derived from a study of the business techniques of the early magazine publishers as well as a comparison of the case histories of magazine management techniques and innovations of modern-day publishers.

Implicit in the analysis of the five magazines researched are a number of cogent parallels between their histories and the need for thorough business management training and education.

Specific recommendations for the magazine industry and for schools of journalism, as well as recommendations for further study, were suggested by the author.

THREE TEXAS UNIONIST EDITORS FACE THE SECESSION CRISIS: A CASE STUDY ON FREEDOM OF THE PRESS
Order No. 7920206

SHUFORD, Thomas Eugene, Ph.D. The University of Texas at Austin, 1979. 190pp. Supervisor: C. Richard King

This study of three major unionist editors in Texas during the 1860-61 secession crisis provides historical support for the contention that freedom of the press may be dampened as effectively by non-governmental forces as by governmental controls. The southern secessionists were seeking control over the means of communication as the first step in taking over the state governments in the South. In the war of words in the South, which preceded the outbreak of the American Civil War, secessionists focused their early attacks upon the unionist newspapers. This study reveals the personal and political character which allowed three Texas editors (A. B. Norton, with the Southern Intelligencer and the Fort Worth Chief, Ferdinand Flake, with Die Union, and James P. Newcomb, with the Alamo Express) to outlast many of their journalistic peers in their advocacy of unionism during the secession crisis. This study focuses upon the relationship between the personal, political and journalistic backgrounds of these three editors and their editorial responses to the secession crisis in Texas. That these editors who were unionists, not abolitionists, were the focus of such bitter denunciation for the expression of such moderate viewpoints reveals how limited freedom of expression on the slavery question had become in the South prior to the final secession crisis. This study documents the methods used by the secessionists in Texas to silence even that limited and tenuous amount of freedom of expression that still remained. The experiences of Norton, Newcomb and Flake demonstrate that the secessionists ultimately were able to silence freedom of expression in Texas. However, these three editors lasted much longer than many of their unionist counterparts in the South. Part of the reason lies in the fact that Texas was the only state in the South in which the governor, Sam Houston, was opposed to the secessionist movement. The resistance provided by Houston temporarily delayed the secessionists' take-over of the state government and provided these editors some degree of freedom to continue their support of unionism. In the absence of control over governmental means to silence their critics, the secessionists in Texas resorted to non-governmental pressures: editorial propaganda, threats, and violence. Once in control of the state government, the secessionists added legal mechanisms to their armament against their unionist critics.

THE FOXFIRE-CONCEPT PUBLICATIONS: A FIRST APPRAISAL
Order No. 7920250

SITTON, Thad Edward, Jr., Ph.D. The University of Texas at Austin, 1978. 188pp. Supervisors: Professors Clark Gill, Douglas E. Foley

This way a study of the 50 student periodicals, modeled upon the journal Foxfire, which are now (1978) being published in United States public secondary schools. A mail questionnaire, containing both "structured" and "unstructured" components, was sent to teacher-advisors at all 50 projects, and 35 (70%) responded. Summary of the questionnaire data was preceded by a detailed case study of the Foxfire project itself, since Foxfire has served as model and/or prototype for all subsequent classroom projects. In the years between 1970 and 1977, Eliot Wigginton and the staff of Foxfire (Rabun Gap High School, Rabun Gap, Georgia), in association with IDEAS, Inc. (Institutional Development and Economic Affairs Service, Inc.) actively promoted the dissemination of the Foxfire pattern project.

The data suggest that the Foxfire-concept publications represent a "grass-roots" curricular innovation of some magnitude, especially in the areas of: (1) teacher-student role relationships; (2) project-school relationships; (3) project-community relationships; and (4) research and content. The typical Foxfire-pattern project is a student/teacher entrepreneurial enterprise (an oral history/folklore journal), based upon students' fieldwork in their home communities.

DIMENSIONS OF THE SOCIAL RESPONSIBILITY THEORY OF THE PRESS IN THE NETHERLANDS AND THE UNITED STATES Order No. 7920227

THURSTON, Carol Albertine McWharter, Ph.D. The University of Texas at Austin, 1979. 273pp. Supervisor: Ernest A. Sharpe

A survey of attitudes toward concepts expressed in the Hutchins Commission/Peterson Social Responsibility Theory of the Press was carried out in the Netherlands among members of parliament, newspaper journalists and broadcasting executives. Factor analysis was used to establish the patterns in the data. Comparison of these patterns with those extracted in three American studies (which surveyed newspaper and television journalists and state legislators) showed four similar patterns across the four studies. These patterns emerged despite the fact that t-test comparisons of the Dutch and American responses produced significant differences on 75 percent of comparable scale items (15 out of 20). Given the boundary condition of a self-governing society, the dimensions elicited repeatedly in these studies provide a strong measure of the reliability of the findings, and gives good support for regarding the four factors as the major dimensions of the Social Responsibility Theory of the Press.

The four common dimensions extracted across the four studies have been content-labeled as Media Performance Facilitators, Accountability Mechanisms, Self-Government Essentials and Quality of Information. A fifth dimension, extracted for the first time in this study and associated with scale items and concepts not tested previously, was labeled Auxiliary Functions of Media.

Theory concepts were organized into five propositions on the basis of factor analysis results from the four compared studies. Through the formulation of explicit propositions and the findings described above, the generality and usefulness of the Social Responsibility Theory of the Press has been extended. A unified scale, free of national identity, for examining attitudes toward Social Responsibility Theory of the Press tenets was developed for use in this study. In addition, a Social Responsibility Index scoring procedure was suggested as a second means for making comparisons between surveyed groups.

The direction of responses among the Dutch survey respondents shows them to be generally in greater agreement with the quality of the media-public-government relationship delineated in the theory than their American counterparts.

THE EDUCATIVE ROLE OF BLACK NEWSPAPERS, 1920–1930 Order No. 7921336

WEAVER, Billy L., Ph.D. Indiana University, 1979. 200pp.

Employing a broad definition of education as a process that results from a wide range of agents, this study analyzes the educational activities of one agent, the black newspaper. In the absence of widespread educational opportunities for black Americans in the early decades of the twentieth century, black newspapers assumed many of the responsibilities typically carried out in the formal setting of schools.

This study was begun on the assumption that if black newspapers attempted to educate their readers, the attempts would not be limited to the editorial page and would not be restricted to certain subjects. As a result, evidences of educative efforts were sought throughout the newspapers. The eleven newspapers selected for the study were: the Birmingham Reporter; Chicago Defender; Chicago The Broad Ax; Indianapolis The Freeman; Kansas City Call; New York Age; New York Negro World; Norfolk Journal and Guide; Philadelphia Tribune; Pittsburgh Courier; and Richmond Planet. Investigations in each newspaper averaged 42 months and covered minimum blocks of eight consecutive months. Although the three predominant racial perspectives in the twenties---Accommodationism, Protest/Integrationism, and Black Nationalism---were not used as definitive classifications, they served as a framework for interpreting the black newspapers' educative efforts.

Black newspapers in the twenties defined black oppression and persistently reminded black Americans of its subtle as well as its blatant forms. Newspapers differed on the mechanics of protest against black oppression, but they agreed that manly protest was necessary. Following the lead of the Negro World, the Black Nationalist newspaper, most other newspapers attempted to educate their readers in appreciation of black culture and traditions. Although some black newspapers gave lip service to the importance of black history, they did very little to promote it. Several black newspapers seemed to be torn between the desire to help their readers develop self-esteem through racial pride and the belief that only by discarding their "blackness" in favor of "whiteness" could they advance in a white-dominated society.

In the twenties, black newspapers attempted to educate their readers in a variety of procedures for achieving racial uplift. They taught blacks the importance of character development as an essential ingredient in the "gospel of self-help." They provided much information to their black readers on the relationship between vocational success and racial advancement. Although the black newspapers emphasized the importance of personal achievement as a means of racial uplift, they did not overlook the importance of political power as a means of liberation and, thus, uplift.

Black newspapers in the 1920s differed widely on some issues. None of the newspapers in this study adhered strictly to Accommodationism or Protest/Integrationism or Black Nationalism as those ideologies are commonly portrayed today. Through their differences of opinion and their distinctly different ideological orientations, black newspapers in the decade of the twenties presented a united front on most of the issues important to black Americans. In a very real sense, black newspapers in the 1920s were educative agents who recognized the need of black Americans for information educational efforts and performed them well.

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